

2018 Trends





These are interesting times, for sure. Shifting global priorities, rampant political upheaval, and a spotlight on social inequity have upended the status quo and left many feeling disoriented.

Worldwide, people are polarized. At one end of the spectrum, people are leaning into these changes, championing them as a long overdue step in the right direction. At the other end, people feel displaced, disillusioned and discontent, ushering in restlessness and uncertainty.

But out of the chaos and conflict, a new energy is emerging. Consumers are becoming more active, expressive, purposeful and introspective. There is less patience for the frivolous, and more emphasis on what's meaningful and impactful.

This ethos is reflected in more and more brands and institutions around the world, including Ford, where we are relentlessly focused on providing trustworthy mobility solutions that make people's lives better.

This year, our sixth annual Looking Further With Ford trend report includes perspectives from the TED Fellows, who are working hard to bring meaningful change to bear.

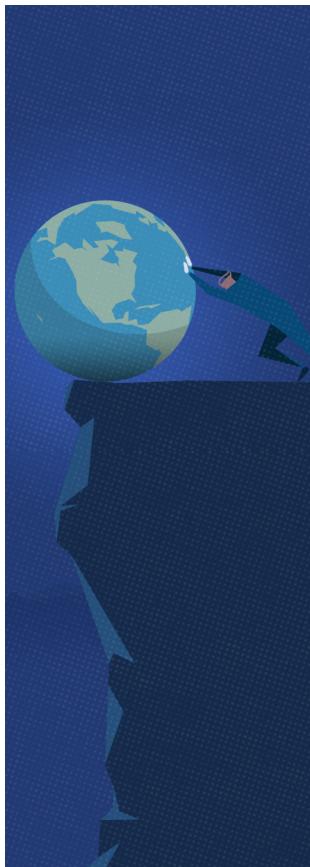
Overall, we pose more questions than answers in this year's report, but one thing is certain—the world is committed to looking for solutions that make us happier, healthier and better.

Enjoy.



**Sheryl Connelly**  
Global Consumer Trends and Futuring  
Ford Motor Company

# Table of Contents



The Edge of Reason  
p.6



The Activist Awakening  
p.10



## Minding the Gap



The Compassionate Conscience p.18



Mending the Mind  
p.22



Retail Therapy  
p.26



Helplessly Exposed  
p.30



Technology's Tipping Point  
p.34



Singled Out  
p.38



Big Plans for Big Cities  
p.42

# The Edge of Reason

**A**cross the world, people are overwhelmed by changes. Politics has turned to chaos in many regions. Trust in institutions continues to crumble. Pop culture is riddled with fallen heroes. People don't know who to trust or in whom to place their hope. There is disbelief of the reality in which we live. The result is a pervasive sense of unease, polarized opinions, a deep questioning of leadership and identity—and a search for inventive ways to cope and adapt.



*I am  
overwhelmed by  
the changes I see  
taking place in  
the world.”*

66% of adults  
globally agree

Percent of adults who agree:

Brazil 87%

India 76%

Middle East 73%

U.S. 67%

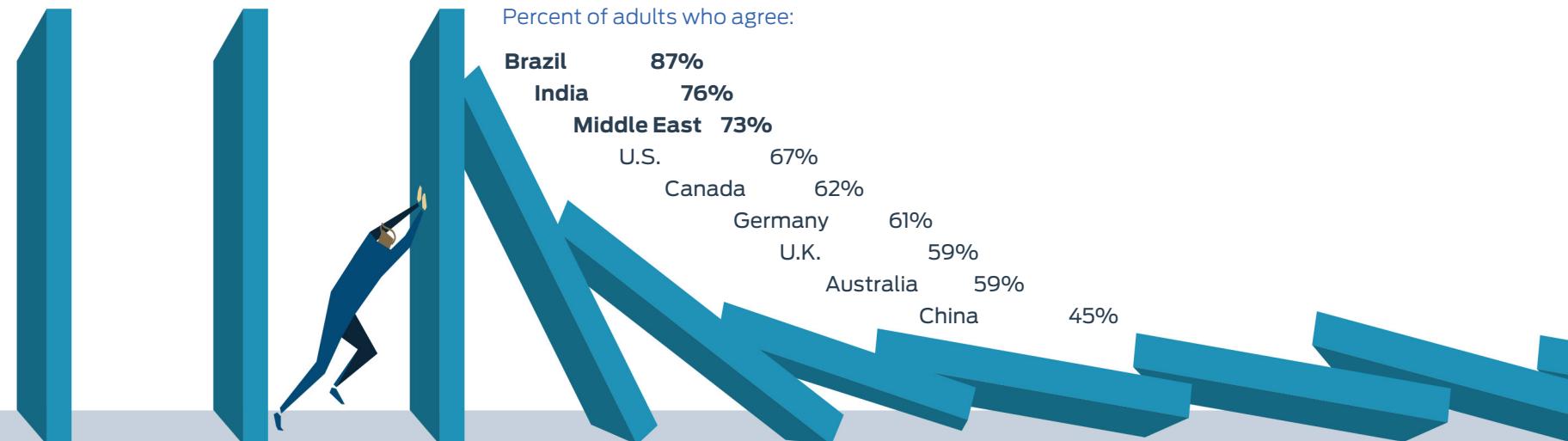
Canada 62%

Germany 61%

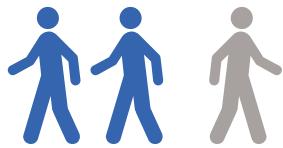
U.K. 59%

Australia 59%

China 45%



*"I think more is being done  
to divide my country than  
unite it."*



**2/3**

of adults  
globally\* agree

*"I think my country is having  
an identity crisis."*



Percent of adults who agree:

<b>Brazil</b>	<b>78%</b>
<b>U.S.</b>	<b>72%</b>
<b>U.K.</b>	<b>67%</b>
Germany	58%
Australia	56%
China	56%
India	53%
Canada	48%

*"I think there is a leadership crisis  
in my country."*



Percent of adults who agree:

<b>Brazil</b>	<b>94%</b>
<b>U.S.</b>	<b>76%</b>
<b>U.K.</b>	<b>75%</b>
Australia	72%
India	66%
Germany	61%
Canada	51%
China	34%

\*This question was not asked in the Middle East

*“People are increasingly intolerant of opposing views.”*



Percent of adults who agree:

Brazil	91%
U.S.	80%
Australia	77%
India	77%
Canada	75%
U.K.	74%
Middle East	71%
Germany	67%
China	61%

## Perspective from TED Fellow Esra'a Al Shafei

*A significant driver of friction and strife across the world is fear of employment upheaval. Among the 18- to 29-year-olds we surveyed globally, 51% said they worry their job will eventually be irrelevant. People recognize that many traditional jobs are disappearing, yet they cannot agree on a clear path forward. One woman who is addressing this issue is Esra'a Al Shafei, a Senior TED Fellow and the founder and director of Majal.org, an organization that develops open source digital platforms to amplify underrepresented voices.*

Our team includes individuals claiming asylum abroad due to conflicts that result in long-term humanitarian issues. One way they seem to cope is by throwing themselves into promising job opportunities. Employment becomes a top priority.

We work to expand access to remote employment to those affected by conflict or climate disasters, believing that increased internet access will translate to increased opportunities. We collaborate to construct freelancing platforms that connect vulnerable populations with employment and local skills training opportunities. As economies become increasingly digitized and automated, we need to be sure we aren't leaving people behind. Internet access is vital to education and employment opportunities, providing connectedness and virtually limitless possibilities for learning, collaboration, and self-sustaining economies that open doors to creative innovation across borders and boundaries.

Human resilience in the face of displacement is astounding and heartening. I hope in the future we see a trend of tech providing opportunities for meaningful, long-term work that provides livable wages to those impacted by displacement, rather than niche startups that solely benefit a small pool of hyper-wealthy elites. We need to emphasize building inclusive tech with material impact and ensure these initiatives have equal access to capital.

### Why does this trend matter to Ford?

People worldwide have trusted Ford for more than a century, and we are committed to keeping that trust as we help people move more safely, confidently and freely.

# The Activist Awakening

As cultures become more polarized, people are being jolted out of complacency and galvanized into action. Newly engaged, people are no longer taking their rights for granted. Instead, they are voicing and demonstrating their opinions—from large protest gatherings to small, yet potent, symbolic gestures. Conventional wisdom and expectations are being toppled as individuals debate the change we need.

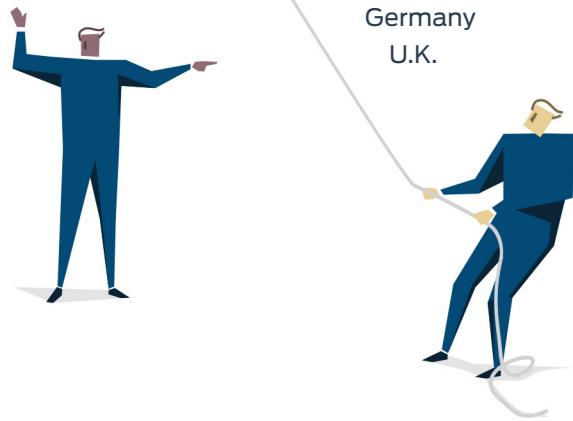


*"I believe my actions can influence positive change."*

76% of adults  
globally agree

Percent of adults who agree:

Brazil	92%
India	90%
Canada	81%
Middle East	78%
U.S.	78%
China	71%
Australia	69%
Germany	65%
U.K.	61%



*"I expect brands to take a stand on political issues."*



**45%**

of adults globally agree

<b>Ages 18–29</b>	<b>52%</b> agree
<b>Ages 30–44</b>	<b>49%</b> agree
<b>Ages 45+</b>	<b>36%</b> agree

*"I'd rather pay double for a product than buy it from a brand that I think is harmful to society."*



**56%**

of adults globally agree

<b>Ages 18–29</b>	<b>63%</b> agree
<b>Ages 30–44</b>	<b>62%</b> agree
<b>Ages 45+</b>	<b>47%</b> agree

## The Activist Awakening Around the World

In January 2017, people across the U.S. participated in the Women's March on Washington, D.C., thought to be the largest single-day demonstration in recorded U.S. history, according to The Washington Post. The marchers cut across the spectrums of age, ethnicity, race and socioeconomic backgrounds. More than 260 sister marches took place across the globe—from Antarctica to Zimbabwe. In April, tens of thousands of scientists and citizens concerned about climate change took to the streets again in a global March for Science.

In October 2017, after American actor Alyssa Milano asked women who have been sexually harassed or assaulted to speak out, the hashtag #MeToo spread wildly on Twitter, Facebook and other social media. The #MeToo movement quickly spread across continents, empowering women in the U.S., Europe, South America, Africa, Australia and the Middle East, making clear the magnitude and prevalence of sexual harassment and assault.

Activism is becoming more prevalent in the corporate arena, too. In the U.S., Patagonia closed all of its operations and retail stores on Election Day—a move designed to encourage employees and customers to vote.

In the U.K., the coffee company Kenco started an activism program—“Coffee vs. Gangs.” The program is designed to combat gangs in Honduras, where its beans are sourced, by empowering young people with the skills they need to become independent coffee farmers. In India, Tata Tea launched a campaign urging people to become “pre-active” on the issue of women’s safety by getting involved, signing petitions and speaking up before tragedy occurs.

# Minding the Gap



Worldwide, a spotlight is on inequality. Racial inequity is in the headlines almost daily, and women across the globe are calling for gender parity. To close those gaps, activists and entrepreneurs experiment with new ways to improve access to quality education, increase productive employment, create equitable wage scales, and provide affordable access to basic living standards and infrastructure.

---

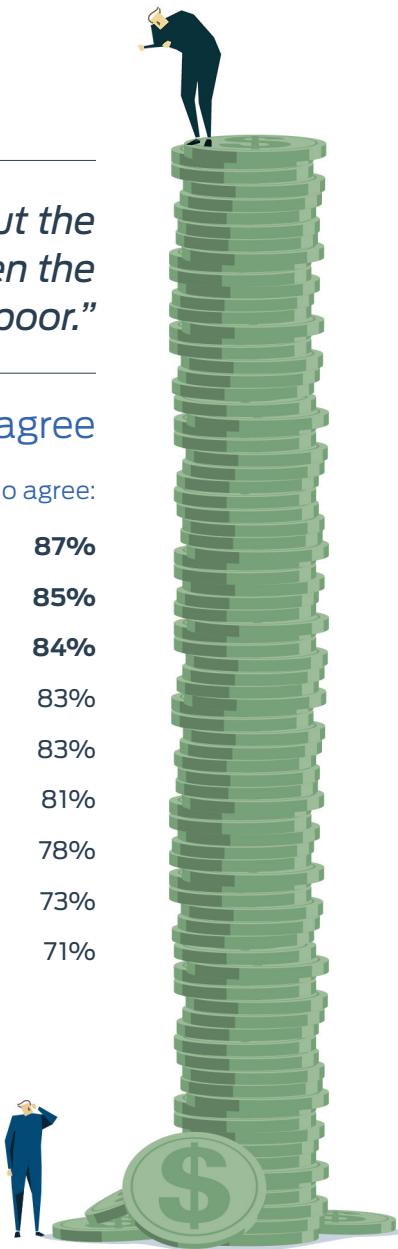
*I am concerned about the widening gap between the rich and the poor.”*

---

81% of adults globally agree

Percent of adults who agree:

Brazil	87%
Germany	85%
Canada	84%
India	83%
China	83%
Australia	81%
Middle East	78%
U.S.	73%
U.K.	71%





*According to Oxfam, the world's richest*

**1%**

*now have more wealth than the rest of the world's population combined.*



*On average, women in the labor market still earn*

**24%** *less than men.*

*But in other areas, the gender gap is shrinking.*



Roughly **2/3** of countries in developing regions have achieved gender parity in primary education.



In **46** countries, women now hold more than **30%** of seats in national parliament in at least one chamber.

## Perspective from TED Fellow Karim Abouelnaga

*One way to change the inequality gap is to improve education for all. We heard from Karim Abouelnaga, a TED Fellow and the founder and CEO of the benefit corporation Practice Makes Perfect, a full-service summer school operator that uses a “near-peer” learning model to drive academic outcomes for thousands of low-income children in New York City.*

Practice Makes Perfect works to narrow the academic achievement gap by targeting summer learning, which research has suggested is the largest driver of the disparity, accounting for almost two-thirds of the achievement gap. Many of our children are born into ZIP codes that put them at a significant disadvantage to achieving success, making them more likely to experience negative life outcomes. In my personal journey to overcome poverty, I was told I was an outlier—but time and time again I meet kids who remind me that is not true. Talent is universal, even though opportunity is not.

Unfortunately, if that inequality continues to grow—and I believe it will, because studies show that those in the 1% significantly underestimate inequality—we will see radicalism continue to rise in the Western world, potentially creating a civil war between the haves and the have-nots.

# The Compassionate Conscience

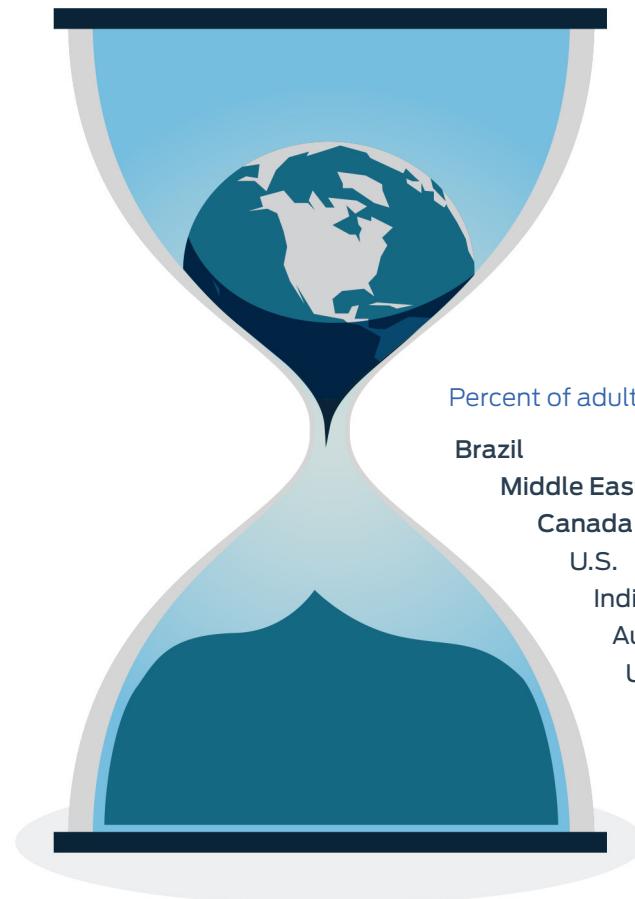


With an omnipresent news cycle, we can now see, hear and feel the physical and emotional wreckage that victims of crises face across the world. Floods, fires and inexplicable acts of violence offer daily reminders to people of the importance of taking an active role in society. We can no longer ignore sad realities. Instead, we must focus on how we can help ease the pain.

---

“  
*I am overwhelmed by  
all the suffering in the  
world today.”*

---



*"I believe people are more compassionate than they used to be."*



Percent of adults who agree:

<b>India</b>	<b>70%</b>
<b>China</b>	<b>66%</b>
<b>Middle East</b>	<b>43%</b>
Brazil	32%
Canada	29%
Australia	29%
U.K.	29%
U.S.	26%
Germany	17%



*"Following the daily news is stressful."*

**50%**

of adults  
globally agree

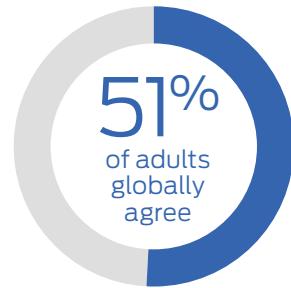


*"I wish I did more to help people in need."*

**74%**

of adults  
globally agree

*"I feel guilty that I'm not doing more to make the world better."*



Percent of adults who agree:

<b>India</b>	<b>70%</b>
<b>Middle East</b>	<b>65%</b>
<b>Brazil</b>	<b>62%</b>
China	53%
U.K.	45%
U.S.	44%
Canada	44%
Australia	42%
Germany	31%

## The Compassionate Conscience Around the World

As part of the 19th annual World Kindness Day on Nov. 13, 2017, kindness.org set out to quantify the impact that acts of kindness have on the individuals performing them. The organization partnered with Oxford University to survey 691 people across 39 countries. Each participant had to perform one act of kindness a day for one week. The study confirmed that as individuals engage in acts of kindness, their well-being and social emotions improve.

When Tiffany Fixter, a U.S. social worker, saw firsthand how difficult it is for people with developmental disabilities to find meaningful jobs, she took action. Fixter launched Brewability Lab, a Colorado brewery, where she hires adults with developmental disabilities. She says the Brewability Lab provides not only employment opportunities, but also socialization. Working at the brewery helps combat the isolation and loneliness that many adults with disabilities feel.

Charitable giving in the U.S. went up in 2017, according to Charles Schwab, and there's an effort under way in the U.S. to create "compassionate cities." One advocate is Greg Fischer, the mayor of Louisville, Kentucky, who is working with the University of Virginia to implement the Compassionate Schools Project. The \$11 billion initiative is designed to bring a curriculum focused on health, mindfulness and welfare to 25 elementary schools. The city also holds a "Give a Day" week of service encouraging residents to embrace and display compassion on their own.

In Amsterdam, a housing community called Startblok is mixing Dutch students and young refugees between the ages of 18 and 28. The program is designed to provide a fresh start for both Dutch natives and people who've been displaced from their homeland. The hope is to fuel compassion and empathy as residents learn from each other and prepare for a future together. In Russia, tattoo artist Evguenia Zakhar is helping victims of domestic violence by turning abuse scars into butterflies or floral designs—a way of boosting victims' self-esteem and giving them new perspective to help deal with emotional trauma.

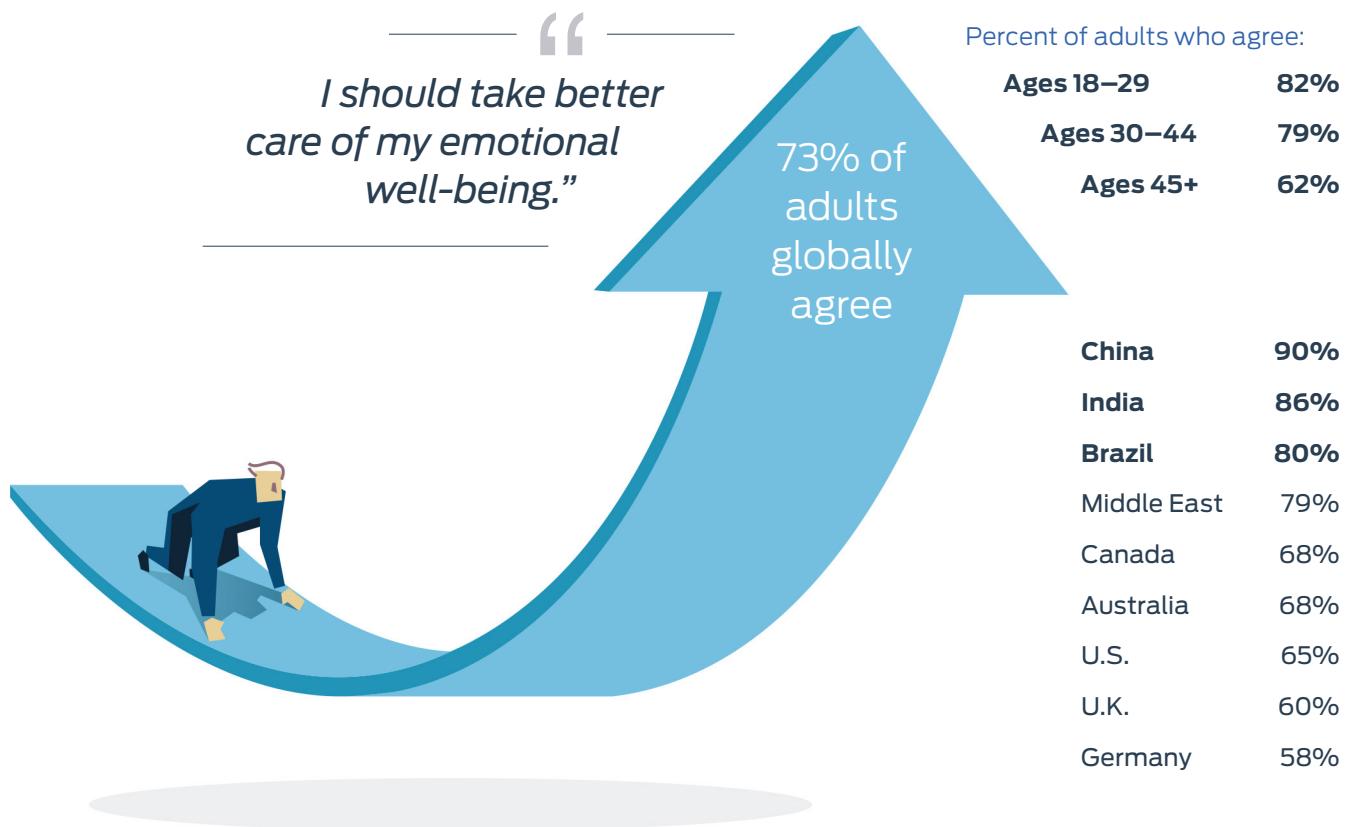
### **Why does this trend matter to Ford?**

For more than a century, Ford has been committed to helping people and strengthening the global community. The Bill Ford Better World Challenge gives employees the opportunity to volunteer with communities around the world and submit their ideas for sustainable solutions that improve access to mobility, food, shelter and water.



# Mending the Mind

**S**lowly, consumers and institutions are realizing that you can't have a healthy body unless you have a healthy mind. Anxiety and depression are at unprecedented levels—the World Health Organization describes it as an epidemic. Among the explanations for this distressing shift is the theory that digital connectedness is prompting us to be less connected to each other. Whatever the reason, mental health is an issue that individuals, governments and companies must address.



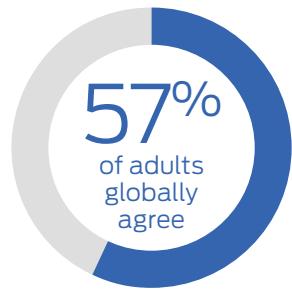
*"I feel more stressed than I did a year ago."*



Percent of adults who agree:

<b>Ages 18–29</b>	<b>65%</b>
<b>Ages 30–44</b>	<b>58%</b>
<b>Ages 45+</b>	<b>44%</b>

*"I get less sleep each night than I should."*



Nearly **1/2**  
of adults globally ages  
18–29 say they sacrifice sleep to  
play on their digital devices.

*"Social media makes me doubt myself."*



Percent of adults who agree:

<b>Ages 18–29</b>	<b>41%</b>
<b>Ages 30–44</b>	<b>31%</b>
<b>Ages 45+</b>	<b>12%</b>

## Mending the Mind Around the World

In August 2017, STHK, a travel agency in Hong Kong, began offering its employees annual one-month fully paid sabbaticals to give them time to recharge after stressful work stretches. The employees also get 10 paid vacation days each year.

In the U.S., an airline strategy consulting firm, SimpliFlying, created a mandatory vacation policy—employees must take off one week every eight weeks. Knowing how difficult it can be to disconnect, the CEO added a disincentive: if an employee responds to any work messages while on vacation, their pay will be effectively docked for that week. The company says its team's productivity has increased by 17% since introducing the policy.

Escaping the office may not be enough—many travelers seek to escape noise, too, making noise-free retreats the latest in travel trends. Wellness boot camp Ranch Malibu has incorporated “Silence Time” throughout the afternoon, while Mexico’s Rancho La Puerta offers a “Silent Dinner” for meditative eaters.

For those who struggle to escape the stresses of social media, Facebook has introduced the Snooze Button, which allows users to temporarily block posts from a friend or group—giving users mental peace in their feed when they need it.

For improved well-being, many are turning to hygge—a Danish term defined by Oxford Dictionary as “a quality of coziness and comfortable conviviality that engenders a feeling of contentment or well-being.” The hygge trend has become widely popular around the world, earning it a spot on the shortlist for the Oxford Dictionary’s 2016 Word of the Year.

And if you need an easy snuggle, you can order a Qoobo, a cat pillow that’s designed to provide companionship and comfort. The robotic cushion, made by the Japanese company Yukai Engineering, gives users the sensation of petting a cat or dog. A robotic tail reacts when stroked, just as a pet’s would. The demo video for the Qoobo says users can simply “stroke, react, get healed.” The cushion also vibrates, much like a purring cat.



## Retail Therapy

Many consumers are on an endless hunt for something new and different, seeking material goods or experiences that bring happiness. But do they? How do products elevate our sense of happiness? Are online purchases as fulfilling as in-store ones? As time-saving services proliferate, consumers find that they can buy the one thing that was never for sale—time. And brands are finding new ways to fill that time and lure consumers in.





“

*The experience of shopping  
is more enjoyable than the  
actual purchase.”*

---

55% of adults globally agree

Ages 18–29	66% agree
Ages 30–44	61% agree
Ages 45+	44% agree



Percent of adults who agree:

India	78%
Middle East	70%
China	68%
Brazil	56%
Canada	47%
U.S.	45%
Australia	45%
U.K.	43%
Germany	43%

*"It is a luxury to go shopping in a physical store."*



Percent of adults who agree:

<b>Ages 18–29</b>	<b>54%</b>
<b>Ages 30–44</b>	<b>46%</b>
<b>Ages 45+</b>	<b>34%</b>

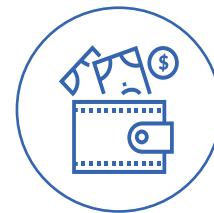
*"When I buy something, I typically think it's going to make me happier than it actually does."*



Percent of adults who agree:

<b>India</b>	<b>78%</b>
<b>Middle East</b>	<b>72%</b>
<b>Brazil</b>	<b>57%</b>
China	54%
Australia	45%
U.S.	43%
Canada	42%
U.K.	40%
Germany	33%

*"I wish I could be more disciplined when it comes to shopping."*



Percent of adults who agree:

<b>China</b>	<b>84%</b>
<b>Middle East</b>	<b>74%</b>
<b>India</b>	<b>72%</b>
Brazil	58%
Canada	39%
Australia	38%
U.S.	36%
U.K.	34%
Germany	33%

## Retail Therapy Around the World

Walk into one of Nordstrom's new concept stores in the U.S. and you won't find the one thing you'd expect—racks of clothes. The retailer is experimenting with smaller, more intimate locations that take the hard sale out of shopping. Instead, these stores offer wine, beer, espresso and manicures while stylists help shoppers assemble personalized wardrobes. Shoppers can then order online and the items are delivered to the store that same day, or their stylist will retrieve them.

In China, a public-private partnership between China's postal service and a Hong Kong multibillionaire is transforming rural stores into the world's largest retail network. The fast-growing e-commerce hub, Ule.com, is a real-time searchable retail database that aims to cover the country—the goal is one Ule store per village, and 20 to 30 in each city. Store owners scan every product into the system, so Ule captures each in-store transaction, including who they're selling to, the time of the sale, and much more. This up-close view of consumer purchases could change how retail is personalized not only in China, but around the world.

Yet, while many companies are reinventing retail to connect with consumers in new ways, others are stressing the importance of buying, and owning, less. A U.S.-based duo, Joshua Fields Millburn and Ryan Nicodemus—known as The Minimalists—have sold out many shows on their 2017-18 world tour. Their documentary film, podcasts and books all focus on the joy of living with less—which means resisting the pressures of our consumer-driven society. Similarly, "The Life-Changing Magic of Tidying Up," a book by the Japanese de-cluttering guru Marie Kondo, has sold more than 7 million copies worldwide, and Kondo is creating a global communications platform to spread the tidying message into more homes.

### **Why does this trend matter to Ford?**

We examine how retail and shopping preferences evolve worldwide so we can understand what consumers seek from brands—both materially and through experiences—and what type of support they expect, need and want. After all, purchasing a vehicle isn't just a point of sale—it's the beginning of a long-term relationship.

# Helplessly Exposed



Public trust in what companies do with our data has never been weaker—and yet consumers feel there is little they can do to control access to their personal information. Does everyone know everything about us? Big Data claims to be able to interpret our behaviors, which in theory should help consumers, yet it also can come with Big Bias. Now that much of consumers' personal information is available—often without their approval or knowledge—many are scrambling for ways to safeguard their information and hold companies accountable.





“

*I do not mind sharing my personal information with companies.”*

39% of adults globally agree

43% agree



34% agree

**Ages 18–29**

45% agree

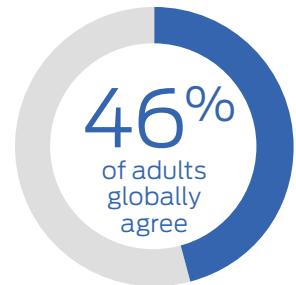
**Ages 30–44**

43% agree

**Ages 45+**

31% agree

*"I do not have enough privacy in my life."*



48% agree  43% agree

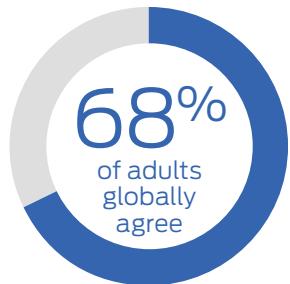
*"I'm frustrated by how much of my personal information has become public."*



Percent of adults who agree:

<b>China</b>	<b>78%</b>
<b>U.K.</b>	<b>65%</b>
<b>U.S.</b>	<b>64%</b>
Australia	60%
India	60%
Canada	58%
Middle East	56%
Germany	49%
Brazil	49%

*"I find it creepy when companies know too much about me."*



Percent of adults who agree:

<b>U.S.</b>	<b>76%</b>
<b>U.K.</b>	<b>74%</b>
<b>Canada</b>	<b>73%</b>
Australia	73%
Germany	67%
India	67%
China	62%
Middle East	61%
Brazil	57%

## Helplessly Exposed Around the World

As more and more people adopt mobile phones, the U.K.'s Office of National Statistics is considering using mobile phone data to replace census questions. Because mobile phone data shows where people live and work, the research and statistics from it are expected to be more accurate than traditional survey results.

The information trail goes far beyond location. A French journalist, invoking EU data protection rules, requested her personal data from a popular dating app—and found that the company had 800 pages of personal profiling data, including information as specific as her interests, who she had dated and even to whom she had spoken.

In Norway, the Norwegian Consumer Council released a report called #WatchOut that showed how children's smartwatches often have security flaws, putting children's data at risk. The 49-page report examined the four most popular smartwatch brands for children and found half to be extremely vulnerable to hackers, as well as any "stranger with some technical knowledge." Hackers could find out a child's real-time location, name, phone number and more.

After the U.S. federal government rolled back rules that would have prevented internet service providers from tracking an individual's activity online, consumers became more interested in virtual private networks and other ways of minimizing access to their personal information. TunnelBear, a U.S.-based company that installs virtual private networks, says its sales jumped 200% after the policy reversal.

India is creating a biometric database, called Aadhaar, with the goal of recording the fingerprints and irises of all 1.3 billion Indian residents. Already, nearly 9 out of 10 Indians have registered. Each person is assigned a unique 12-digit number that can be verified with a fingerprint or an eye scan.

# Technology's Tipping Point

**V**irtual reality, artificial intelligence and autonomous technology—long far-fetched notions—are here, and they’re already being embedded into our daily lives. This is a preview of what’s to come—the good, the worrisome and the bizarre. Across the globe, humans are asking, what does the onslaught of intelligent technology mean for us as a society—and will it make a more positive impact than we thought?

The companies building these technologies bear an extraordinary responsibility to create things and services that augment people’s lives rather than disrupt them.





*I think artificial intelligence  
will do more harm than good."*

52% of adults globally agree

Percent of adults who agree:

<b>India</b>	<b>61%</b>
<b>Middle East</b>	<b>61%</b>
<b>U.K.</b>	<b>56%</b>
Canada	54%
Australia	53%
Brazil	52%
U.S.	50%
Germany	49%
China	28%

*"I let technology do too much of my thinking."*



**37%**

of adults globally agree

<b>Ages 18–29</b>	51% agree
<b>Ages 30–44</b>	46% agree
<b>Ages 45+</b>	21% agree

*"I am hopeful about the future of autonomous vehicles."*



Percent of adults who agree:

<b>China</b>	83%
<b>India</b>	81%
<b>Brazil</b>	75%
Middle East	71%
Australia	52%
U.S.	50%
Canada	50%
U.K.	45%
Germany	44%

# Technology's Tipping Point Around the World

## Saudi Arabia gave citizenship to a robot

Sophia, an intelligent humanoid robot, became a citizen of Saudi Arabia in October 2017. When Sophia accepted the citizenship at a tech conference in Saudi Arabia, she even made self-aware jokes about concerns that robots may be a threat to humans.

## Dubai revealed the world's first police robot

The robot, named Robocop after the popular movie franchise, is more than 5 feet tall, can speak six languages and can read facial expressions. Robocop can message back and forth with police headquarters, and has a built-in tablet device so people can pay fines and report crimes through him.

## The digital pill is now here

The U.S. Food and Drug Administration approved a tiny sensor pill called Abilify MyCite. Doctors can use the pill to track when a patient takes medication. The sensor is roughly the size of a grain of sand and is designed to communicate with an external device, such as an app.

## Exoskeleton technology reduces risk of injury

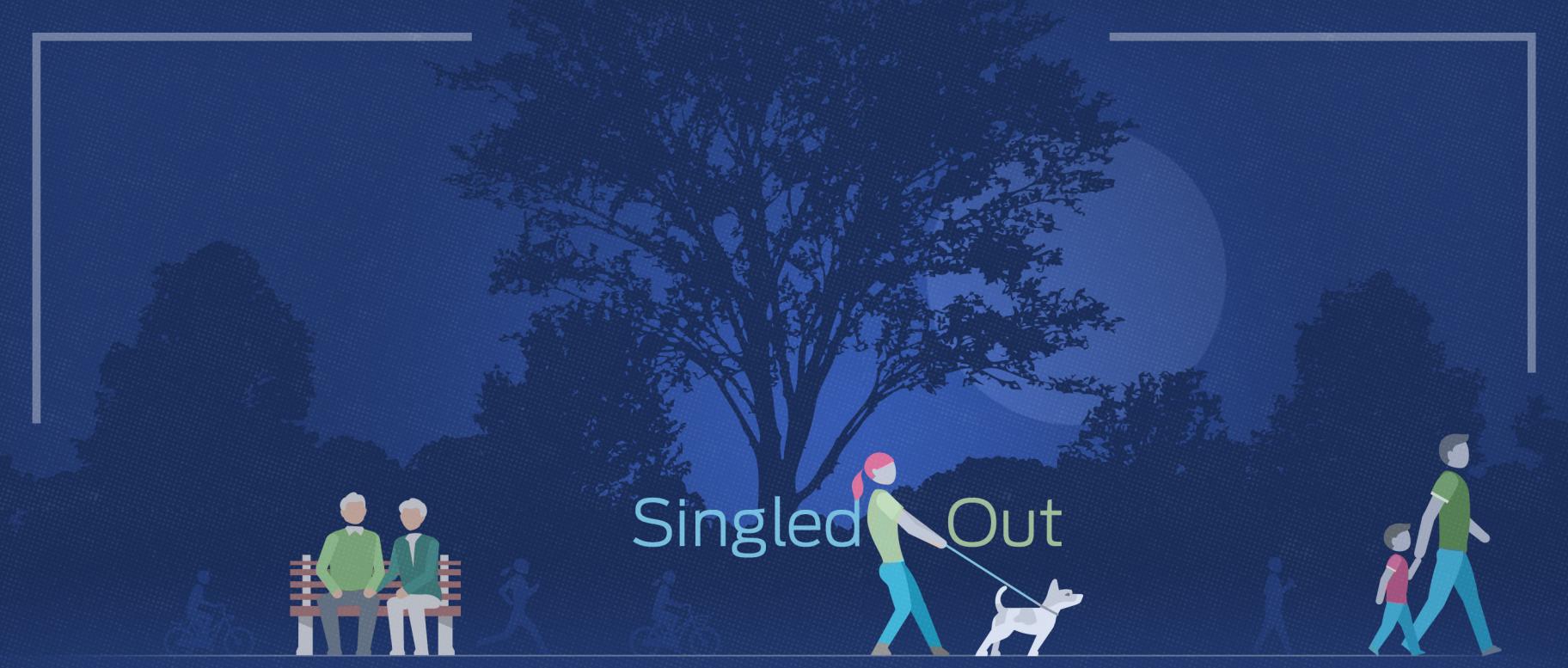
Advanced technologies influence not only what we make, but how we make it. Ford assembly line workers are testing a new exoskeletal technology, called EksoVest, designed to mitigate the physical toll the vehicle assembly process can take on employees. The wearable technology is designed to support a worker's arms while he or she is performing overhead tasks, and provides adjustable lift assistance up to 15 pounds per arm.

## Artificial Intelligence that can build more Artificial Intelligence

To address a shortage of highly skilled computer programmers, Google has launched a project called AutoML to expedite machine learning, in which computer algorithms independently learn to perform tasks by analyzing data. The hope of the project is to create a machine-learning algorithm that in turn builds other machine-learning algorithms.

## Why does this trend matter to Ford?

At Ford, we use human-centered design and ethically-based principles to guide our technological developments. The transformation of mobility solutions provides both exciting prospects and enormous responsibility.



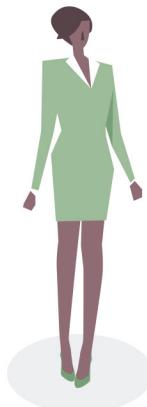
# Singled Out

Are marriage and parenthood still the desired norms for happy living? More and more, people are questioning whether these institutions are right for them. In part, this is rooted in economic necessity—weighing the costs and benefits of marriage and children. But it's also due to changing cultural norms. Today, with more choices and longer life spans to consider, more couples are rethinking the binds of commitment.



“

*Society treats unmarried people  
differently than married people.”*



68% of adults globally  
ages 18–29 agree

Percent of adults ages 18-29  
who agree:

India	80%
China	75%
Middle East	71%
Brazil	70%
Germany	60%
Canada	57%
U.S.	55%
U.K.	55%
Australia	53%



*“The expectation is that if you’re married, you should have kids.”*



**63%**

of adults globally agree

**Ages 18–29**

**63% agree**

**Ages 30–44**

**69% agree**

**Ages 45+**

**59% agree**

*Marriage:  
A renewable contract?*



**43%** of millennials said they would support a marriage model with a two-year trial that could then be formalized—or, if not working, dissolved without the divorce paperwork.

**33%** said they’d be open to trying the “real estate” approach to marriage—with five-, seven-, 10- or 30-year terms that could then be renegotiated.

## Singled Out Around the World

At Ford, we seek to understand the shifting norms of family life and family structure so we can anticipate how mobility needs for families of all sizes—from one to many—will change and adapt.

Rates of marriage are declining in almost all OECD countries, according to the OECD family database. Half of Americans older than 18 were married in 2014, down from 72% in 1960, according to the Pew Research Center. The trend is, in part, attributable to the fact that many young people are focusing on their careers, rather than marriage and family. But many are also questioning the practicality of “till death do us part,” wondering if they should reassess the duration of a marriage contract.

In China, where single women over the age of 25 are labeled “leftover women,” the social stigma may be changing. In 2016, the beauty brand SK-II ran a documentary-style video campaign in which single women in China stood up to their parents and resisted the pressure to marry. The emotional video and hashtag #changedestiny quickly went viral and opened a debate about perceptions of single women in the country. And in India, government data shows that more and more single women are seeking to adopt children, indicating that marital status is becoming less of a barrier to having a family.

While some people across the globe are choosing to opt out of marriage, others are leaning into the idea of more open marriages. Polyamory, otherwise known as consensual non-monogamy, in which couples agree to have extramarital sexual or romantic relationships, is becoming more socially accepted. A 2016 YouGov poll found that 26% of U.S. women and 43% of U.S. men thought their ideal relationship would involve some form of non-monogamy. An economist in China has even suggested allowing polyandry—in which one woman has multiple husbands—to address the country’s surplus of single men.

Family structure is also changing as the lines of gender, sexuality and identity blur. Facebook had increased its gender options to more than 50 by 2014—and in 2015, it added a custom gender option so users could write in the term that best fits them. In Canada, a baby was issued a health card without a gender marker. Instead, the health card had a “U”—for undetermined or unassigned—in the space for “sex.” Some are even making the case that words like “mom” and “dad”—inherently gender-based distinctions—are too restrictive given the evolving nature of these roles.

# Big Plans for Big Cities



Today, 54% of the world's population lives in urban areas—and that number is expected to rise to 66% by 2050. But to capitalize on the full potential of cities—to keep them happy and healthy places to live—we must be smart and mindful about planning. To stay sustainable as they grow, cities must address the need for mobility, prosperity and wellness. That means creating affordable housing, establishing or preserving green space, and developing an infrastructure that allows people to move freely.



*I would like to see cities  
do more to ensure  
affordable housing.”*

88% of adults globally agree

Percent of adults who agree:

Brazil	95%
Canada	90%
Germany	90%
Australia	89%
India	87%
China	87%
U.K.	86%
U.S.	85%
Middle East	84%

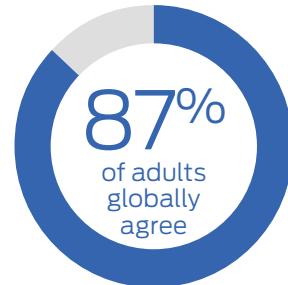
*"I would gladly sacrifice parking spaces for more green space."*



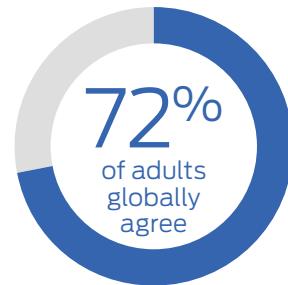
Percent of adults who agree:

Brazil	90%
India	85%
China	79%
Middle East	71%
Canada	67%
Australia	63%
U.K.	61%
U.S.	57%
Germany	45%

*"Cities need better transportation options."*



*"Community spaces make people nicer."*



## Perspective from TED Fellow Mitchell Joachim

*Cities hold endless potential, and Ford is fascinated by the city of tomorrow and the role we'll play in it. To understand how big cities are adapting for the future, we heard from Mitchell Joachim, a Senior TED Fellow and a leader in ecological design and urbanism.*

Some of the most pressing issues facing urban areas are in climate dynamics. Human-induced changes from mass-scale industrial productivity and fossil fuel energy use have detrimentally altered the planetary atmosphere and oceans. Cities will be the key battlegrounds between severe climate and increased human population. This will take effect across the board in how cities deal with waste, food, water, transportation, energy, air quality and more.

Cities are already addressing these aforementioned issues. Groups working to innovate in the composition of cities are making progress every day. Driverless vehicles are now a reality, not something to happen by the year 2020. This will help to address issues of congestion and optimize public transport. Systems designed to optimize energy and water usage at the building scale are being adopted at higher rates. The simple, yet vital, craft of weatherizing buildings has become commonplace. The main credo of cities today is to be resilient against the forces of climate change. Stormwater and infrastructure systems are being reinforced to meet these new demands, from rising sea levels to more frequent hurricanes.

I am hopeful about the future of cities because the opposite is not an option. If cities rapidly decline, it may mean the end of civilization. I am interested in civilization 2.0, which does not mean older cities need to be obliterated. Instead, they must adapt and become smarter.

### **Why does this trend matter to Ford?**

At Ford, we are working with new partners to bring the City of Tomorrow to life—providing smart solutions for a smart world, with the goal of improving mobility for all.

# Ford Trends 2018 Survey Method Summary

The results for the Ford Trends 2018 survey are based on 9,042 online interviews across 10 countries. The survey was conducted among the general population, ages 18 years and older in the following countries: Australia, Brazil, Canada, China, Germany, India, United Arab Emirates, Saudi Arabia, the United Kingdom and the United States. Respondents from United Arab Emirates and Saudi Arabia were required to be nationals of their respective countries. All fieldwork for this survey took place between Oct. 13 and Oct. 25, 2017.

The survey was 12 minutes in length, on average, with sample sizes per country as follows:

Some weighting was applied in all countries to bring the data in line with actual population proportions in each country. The weighting variables varied by country, but include: age, gender, education, region, urbanicity, socioeconomic status, internet use, language, race, size of household, marital status and employment. Because respondents were not randomly selected but rather came from among those who agreed to participate in Harris Poll surveys, no estimates of theoretical sampling error or margin of error can be calculated.

While the data within countries was weighted to be representative, the overall sample of 9,042 was not weighted across countries. That is, we do not claim that aggregated data is representative based on country population sizes across the participating countries.

Country	Sample Size
Australia	1,002
Brazil	1,003
Canada	1,006
China	1,008
Germany	1,003
India	1,002
Middle East (nationals only)	Saudi Arabia UAE
United Kingdom	502 500
United States	1,004 1,012
<b>Total</b>	<b>9,042</b>

# Citations

Statistics referenced in this book are from the 2018 Ford Trends survey, with exceptions noted below.

## The Activist Awakening

Information for “The Activist Awakening Around the World” was gathered from the following sources:

- “This Is What We Learned by Counting the Women’s Marches,” The Washington Post, Feb. 7, 2017
- “Global ‘March for Science’ Protests Call for Action on Climate Change,” The Guardian, April 22, 2017
- “The Movement of #MeToo,” The Atlantic, Oct. 16, 2017
- “#MeToo’s Global Moment: The Anatomy of a Viral Campaign,” CNN, Nov. 9, 2017
- “Patagonia Closes Its Doors for Election Day,” ThinkProgress, Nov. 7, 2016
- Kenco: The Coffee Company, [www.coffeevsgangs.com](http://www.coffeevsgangs.com), 2017
- “Jaago Re 2.0 Drives Pre-Activism in India,” Hindustan Times, Aug. 10, 2017

## Minding the Gap

The data points on pages 16 and 17 come from the following sources:

- *The world's richest 1% now have more wealth than the rest of the world combined: “An Economy for the 99%,” Oxfam Briefing Paper, January, 2017*
- *On average, women in the labor market still earn 24% less than men: “Women Earn 24% Less Than Men on Average, U.N. Report Finds,” TIME, April 27, 2015*

- *Roughly 2/3 countries in the developing regions have achieved gender parity in primary education, and in 46 countries, women now hold more than 30% of seats in national parliament in at least one chamber: United Nations: Gender Equality and Women’s Empowerment, [www.un.org/sustainabledevelopment/gender-equality](http://www.un.org/sustainabledevelopment/gender-equality)*

## The Compassionate Conscience

Information for “The Compassionate Conscience Around the World” was gathered from the following sources:

- “7 Days of Intentional Kindness,” Kindess.org, April 17, 2017
- “Charles Schwab Says 2017 May Set Record for Charitable Giving,” Investopedia, Nov. 9, 2017
- “This Brewery in Denver Serves Up Careers with Beers by Employing Adults with Disabilities,” The Denver Post, Nov. 14, 2017
- “Can a City Be Compassionate?” CityLab, Aug. 15, 2017
- Startblok Riekerhaven, 2017, [www.startblok.amsterdam](http://www.startblok.amsterdam)
- “Russian Tattoo Artist Helps Domestic Abuse Victims Hide Scars with Ink,” USA Today, June 24, 2017

## Mending the Mind

Information for “Mending the Mind Around the World” was gathered from the following sources:

- “21-Hour Workdays Caused This Company to Start Offering One-Month Sabbaticals for Everyone,” Business Insider Nordic, May 15, 2017
- “If You Don’t Take Your Allotted Vacation, This CEO Will Dock Your Pay,” CNBC, Aug. 24, 2017
- “Silent Retreats Are the Latest in Digital Detox Vacations,” Condé Nast Traveler, July 13, 2017
- “A New ‘Snooze’ Button on Facebook Lets Users Temporarily Mute a Friend, Page, or Group,” Quartz, Sept. 15, 2017
- “The Year of Hygge, the Danish Obsession with Getting Cozy,” The New Yorker, Dec. 18, 2016
- “This Headless Robotic Cat Pillow Will Wag its Way into Your Heart,” The Verge, Oct. 20, 2017

## Retail Therapy

Information for “Retail Therapy Around the World” was gathered from the following sources:

- “Nordstrom’s Wild New Concept: A Clothing Store with No Clothes,” The Washington Post, Sept. 12, 2017
- “How an Army of Postmen is Turning China’s Rural Stores into the World’s Largest Retail Network,” Wired, March 5, 2017
- “Declutter Your Life with The Minimalists,” The Weekly Review, Nov. 6, 2017
- “Is Minimalism the New Normal? Marie Kondo Is Expanding KonMari To Organize the World,” Forbes, Aug. 9, 2017

## **Helplessly Exposed**

Information for “Helplessly Exposed Around the World” was gathered from the following sources:

- “Census ‘could use mobile phone data instead of questions,’” BBC News, Nov. 7, 2017
- “Tinder Has a Terrifying Amount of Data on You—Here’s How to See It All,” The Independent, Sept. 26, 2017
- “Warning: Don’t Give Your Kid a Child’s Smartwatch,” New York Magazine, Oct. 19, 2017
- “As Congress Repeals Internet Privacy Rules, Putting Your Options in Perspective,” NPR, March 28, 2017
- “Turning to VPNs For Online Privacy? You Might Be Putting Your Data at Risk,” NPR, Aug. 17, 2017
- “India is Building a Biometric Database for 1.3 Billion People—and Enrollment is Mandatory,” Los Angeles Times, May 11, 2017

## **Technology’s Tipping Point**

Information for “Technology’s Tipping Point Around the World” was gathered from the following sources:

- “Saudi Arabia’s Newest Citizen Is a Robot,” Fortune, Oct. 26, 2017
- “The World’s First Robot Police Officer Just Debuted in Dubai,” Entrepreneur, May 22, 2017
- “FDA Approves First Digital Pill That Can Track Whether You’ve Taken It,” NPR, Nov. 14, 2017
- “Ford Pilots New Exoskeleton Technology to Help Lessen Chance of Worker Fatigue, Injury,” Ford Media, Nov. 9, 2017

- “Building A.I. That Can Build A.I.,” New York Times, Nov. 5, 2017

## **Singled Out**

The data points under “Marriage: A Renewable Contract?” on Page 40 come from “The Beta Marriage: How Millennials Approach ‘I Do,’” Time, July 25, 2014.

Information for “Singled Out around the world” was gathered from the following sources:

- “Marriage and Divorce Rates,” OECD, Aug. 25, 2016
- “Marriage and Divorce,” Pew Research Center, Oct. 11, 2017
- “SK-II’s Viral Ad is Empowering Single Women in China,” Forbes, April 12, 2016
- “Young Americans Are Less Wedded to Monogamy Than Their Elders,” YouGov.com, Oct. 3, 2016
- “Not Enough Women in China? Let Men Share a Wife, an Economist Suggests,” New York Times, Oct. 26, 2015
- “Driving Diversity at Facebook,” Facebook Newsroom, June 25, 2015
- “Canadian Baby ‘First Without Gender Designation’ on Health Card,” BBC News, July 3, 2017
- “Is It Time to Retire ‘Mom & Dad?’” Refinery29, Nov. 17, 2017

## **Big Plans for Big Cities**

The data points on Page 42 regarding urban population growth come from the United Nation’s World Urbanization Prospects, 2014.

*Special thanks to all those who helped shape these trends:*

Karim Abouelnaga	DJ Haddad	Linda Ong
Esra'a Al Shafei	Mitchell Joachim	Shubhodip Pal
Dr. Shauna Brail	Nikhil Kalambur	Luis Rodriguez
Sairee Chahal	Kenji Kaneko	Sam Sheffer
Aaron Cooke	Sanjay Khanna	Andrew Shortt
Niki DeCou	Anastasia Kouriatova	Jennifer Todd
Rachel De Leon	Michael Mahoney	Dr. Elizabeth Tunstall
Sandeep Dutta	Laura Malta	Rajat Uppal
Ryan Dyment	Mary Melton	Al Uzielli
Trevor Gilbert	Rajiv Menon	Dr. Shiv Visvanathan
Shelly Griffin	Priyadarshini Narendra	

---

For more information about Ford trends or products, please contact:

Anika Salcedo-Wycoco ([asalcedo@ford.com](mailto:asalcedo@ford.com))

Marisa Bradley ([mbradl31@ford.com](mailto:mbradl31@ford.com))

Keep up with Ford trends on Twitter via [#FordTrends](#) or visit [fordtrends.com](#).



MIX  
Paper from  
responsible sources  
FSC® C105130



This book was printed in the  
U.S.A. on 20% post-consumer  
waste paper.





